

Brand Styleguide



This is a guide to use the basic elements that make up our brand.

Following this guidelines will ensure the logo is used in a way that upholds the aesthetic standards and keeps your brand looking professional and consistent



Company Vision

Empower a long tail
of managers to create
funds easily.

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The Logo

The logo is very flexible and can be used in a number of ways and can be applied in either a solid background or as a masked object. The primary brand mark is best used for front facing, high impact brand awareness platforms such as the website, video, banners and print collateral.

The black alternative version can be used in situations where colour is not appropriate. The emblem itself can be used in app or icon work, with no restrictions.

Note

While the icon can exist without the Wordmark, wordmark should never exist without the icon



Logotype

Stacked, Horizontal and Colour Variations



Isolation Area

03



Logo Colour Options

04

Enzyme's primary logo mark is displayed first.

Below you can see other possible combinations using the reverse versions of the emblem, this version is particularly useful when a smaller size is needed or when being displayed alongside other logos.



The Emblem

The emblem is modern and clean, it has memorability and it's simple yet powerful.

The roundness and flow of composition generates a sense of movement and performance. The logo has been designed to inspire a futuristic feel with a quirky and rebellious attitude

Under certain circumstances we prefer to simply use the Icon on it's own instead of the full Logo mark like on Websites, T-Shirts, Logo Walls, Favicon, where space is limited.

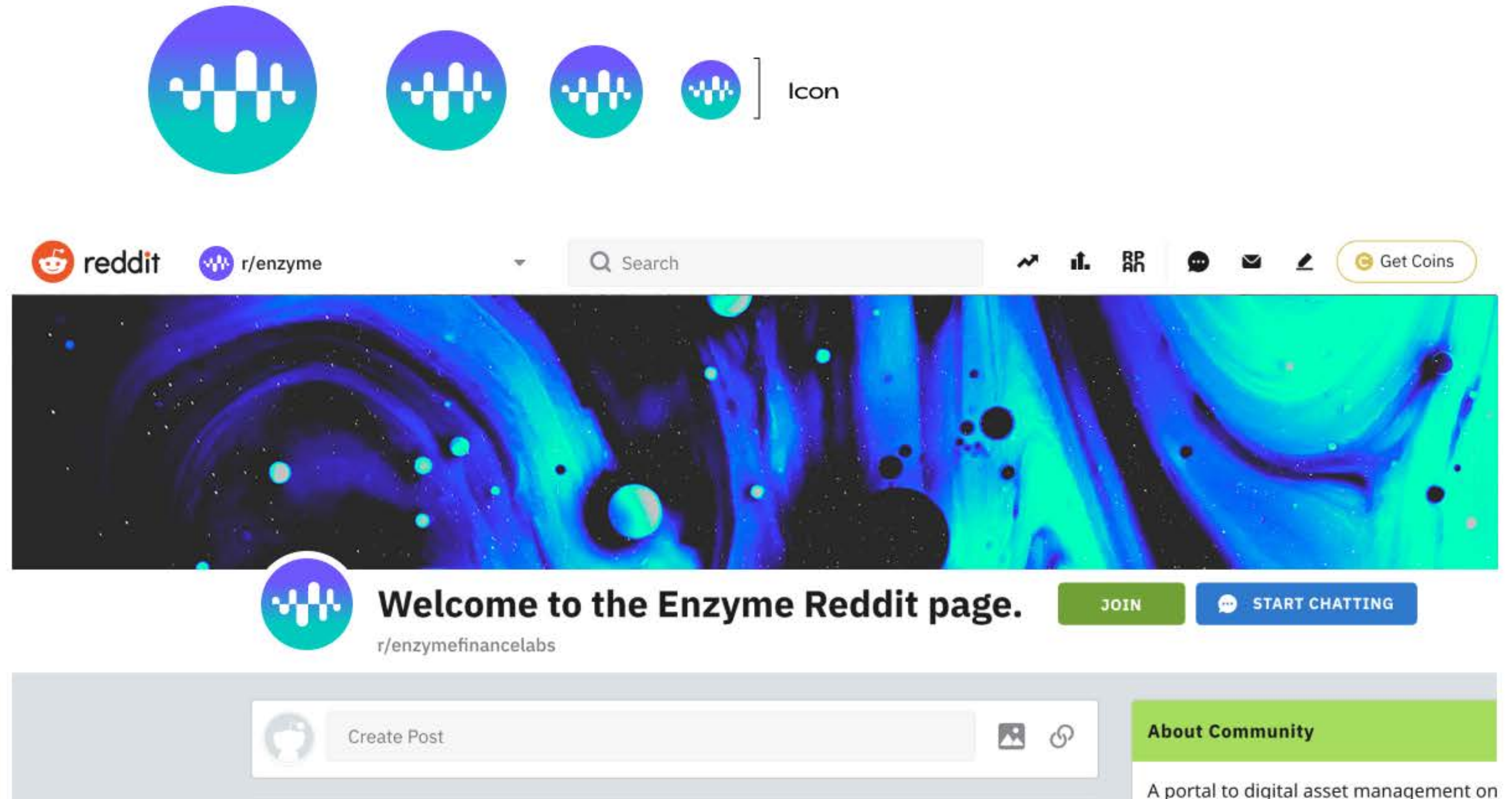


Emblem Options

06

The Turquoise-Purple Enzyme Logo is our primary colourway.

Below you can see other combinations from the color palette to use when creating other brand content.





Logo Applications

09

Monotone



Texture Application:
High contrast Logo / Texturized background



Texture Application:
High contrast background / Texturized Logo





Appropriate Use

08

Always leave a suitable amount of clear space around the logo



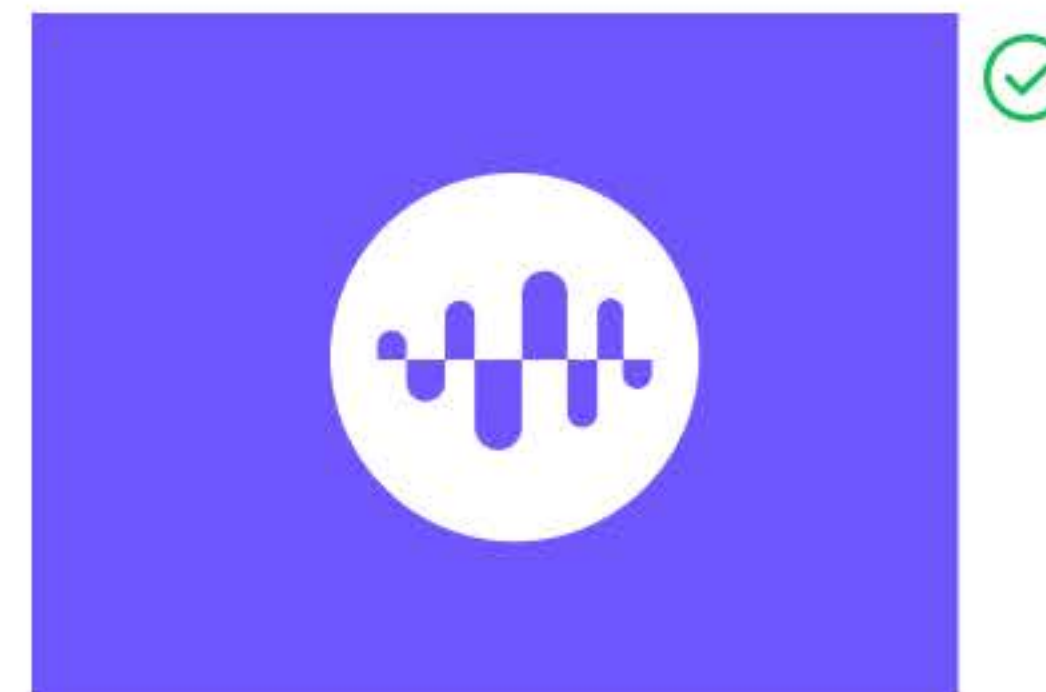
Respect the line height, don't stretch or squash the letters, vertically or horizontally.



Always use colors from the color palette, do not adjust the colour of the logo.



For vertical versions, use the round version without wording.



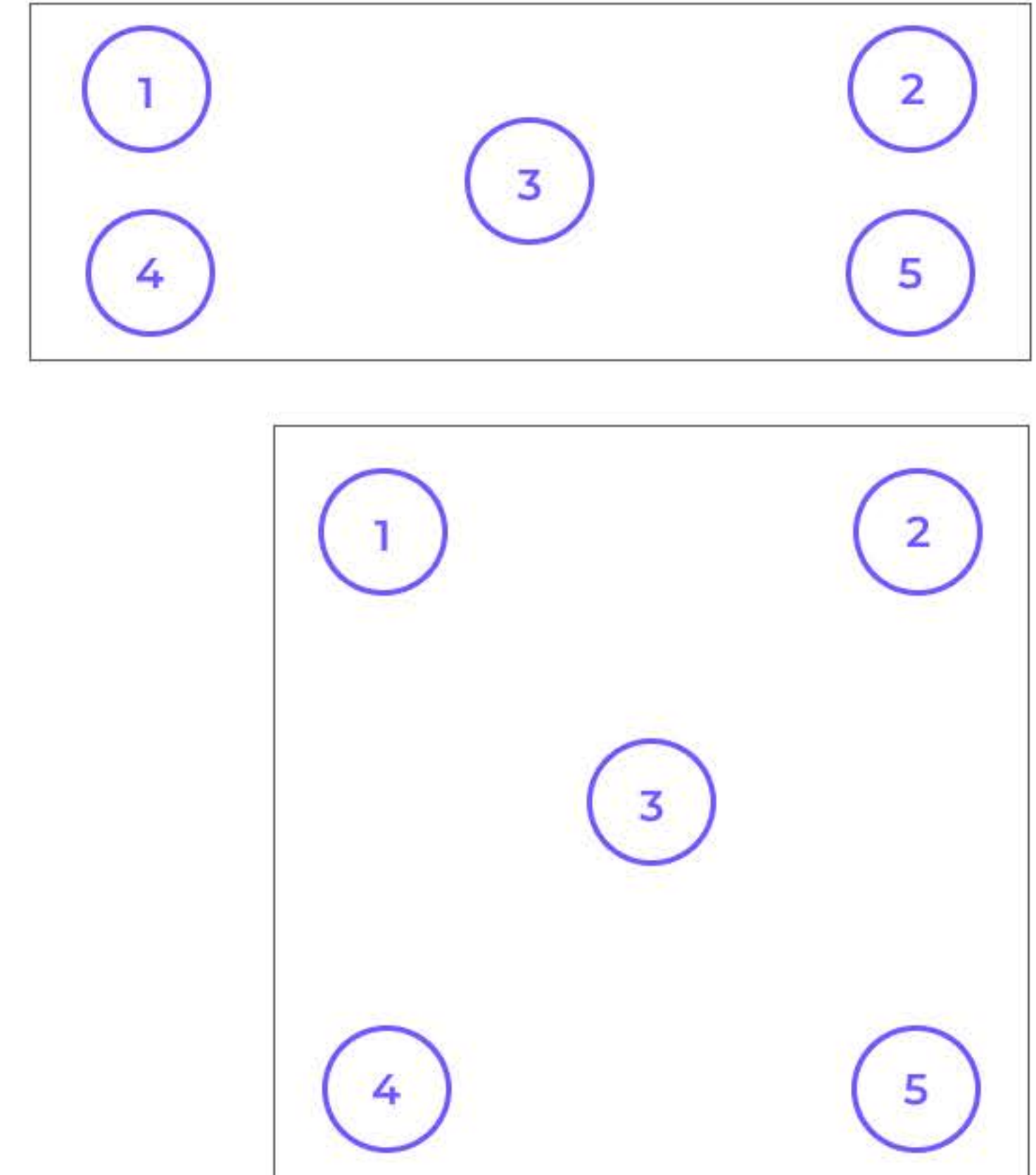
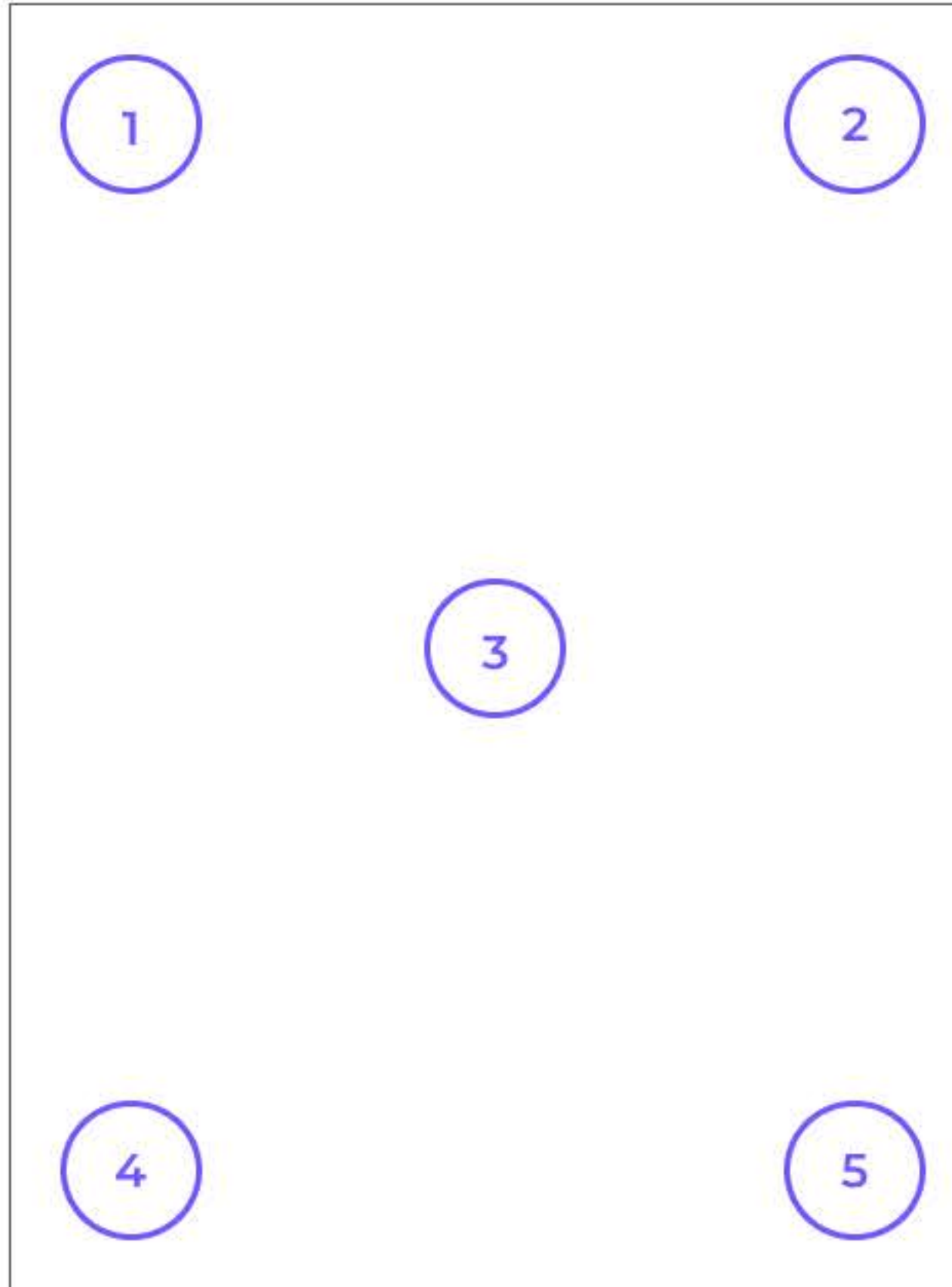
Logo Placement

Regardless of communication size or dimension, the Logo can only ever be placed in five locations. This keeps Logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system.

Please keep in mind the Logo exclusion zone when placing the Logo in a corner.

In no particular order, the placement options are:

1. Top left corner
2. Top right corner
3. Centered (increment size)
4. Bottom left corner
5. Bottom right corner





Colors

Color Palette

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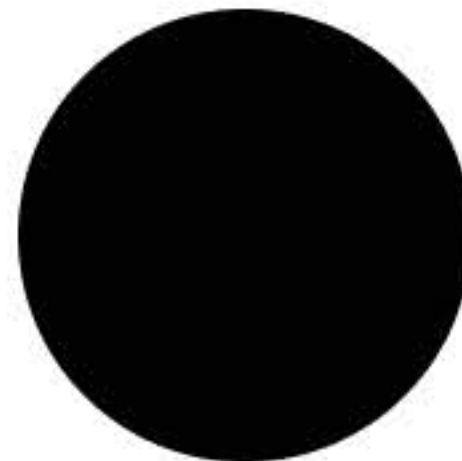
Primary Colors



#01CABE



#6852ED



#010202



Gradient



#494949



#979797



#EBE3D7



#979797



Empower Purple

#6852ED

RGB: 104 91 199
CMYK: 73 68 0 0
Pantone: 2725 C

Rebellious Green

#01CABE

RGB: 0 207 180
CMYK: 66 0 42 0
Pantone: 2239 C

Innovablack

#010202

RGB: 104 91 199
CMYK: 73 68 0 0
Pantone: Black 6 C

Tech Freedom Gray

#979797

RGB: 153 153 152
CMYK: 37 30 26 6
Pantone: 4289 C

Aa

Typography



Enzyme is an Ethereum-based protocol for decentralized on-chain asset management. It is a protocol for people or entities to manage their wealth & the wealth of others within a customizable and safe environment.

Enzyme empowers anyone to set up, manage and invest in customized on-chain investment vehicles.

Adieu Font

Adieu font for headings and display titles.

Font pairing suggestion: Good Sans pro for body text in web formats.

A B C D E F G H J K L M
N O P Q R S T U V X Y Z

a b c d e f g h i j k l m
n o p q r s t u v x y z

Typography

17

font-family: Adieu;
font-style: normal;
font-weight: 300;
font-size: 100px;
letter-spacing: -0.4px;

Headline Style

Sub headers style us et magnis dis parturient
montes nascetur ulla mi dui congue montes
nascetur ulla mi dui congue

font-family: good sans;
font-style: normal;
font-weight: normal;
font-size: 28px;
letter-spacing: -0.4px;

Sub headers style us et
magnis dis parturient
montes nascetur ulla mi dui
congue montes nascetur
ulla mi dui congue

Sub headers style us et
magnis dis parturient
montes nascetur ulla mi dui
congue montes nascetur
ulla mi dui congue



Texture Scratchpad

